

Message Text

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73

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 W
----- 051610

R 131813Z APR 76
FM AMEMBASSY ROME
TO SECSTATE WASHDC 6975
INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TURIN

UNCLAS ROME 6086

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: ITALY FY 76 CCP: THIRD QUARTER EVALUATION

REF.: 75 STATE 244219

1. ALL ACTIONS COMPLETED MARCH 31. TARGETS EXCEEDED AS NOTED
BELOW.

2. CAMPAIGN 1.-SIGNIFICANTLY AHEAD OF PROJECTIONS; 6PTO'S
GENERATED FOR ESTIMATED SALES OF DOLS 12 MILLION.

3. CAMPAIGN 2.- WELL OVER ESTIMATED SALES TARGET.

4. CAMPAIGN 4.- 18 PTO'S FOR DOLS 7 MILLION DEVELOPED.

5. CAMPAIGN 6.- DOLS 3.3 MILLION PROJECTED SALES DEVELOPED
MTC TEST AND QUALITY CONTROL SHOW.

6. CAMPAIGN 7.- SUCCESS OF MTC "CLOTHING USA" AND HI-FI SHOWS
CARRIED CAMPAIGN WELL BEYOND TARGETS. PTO'S EXCEED ANNUAL
TARGET; PROJECTED HI-FI SHOW SALES DOLS 9.4 MILLION; SALES
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LEADS DOUBLE TARGET FIGURE.

7. CAMPAIGN 8.- ITEM 1. PROJECTED PORT AND SHIPYARD TRADE
MISSION SALES DOLS 8.3 MILLION FOR PORT OF GENOA. ITEM 7. MAJOR
LICENSING AGREEMENT BETWEEN BENDIX AND SELENIA SIGNED FOR
MANUFACTURE OF MICROWAVE LANDING SYSTEM EQUIPMENT.

8. CAMPAIGN 9.- ITEM 8. SIX ARTICLES IN SCAMBI COMMERCIAL;
TWO GROUP TOURS ORGANIZED THROUGH VISIT USA COMMITTEE FOR CONCRETE
AND AGGREGATES SHOW, ONE FOR CHICAGO HOME-FURNISHINGS SHOW
AND ONE GENERAL FOR 35 BUSINESSMEN AND FAMILIES. IN ADDITION, POSTS
ACTIVELY INVOLVED IN ORGANIZATION OF TWO BICENTENNIAL TRIPS
FOR 150 AND 400 PERSONS AND ONE OTHER FOR 50. VOLPE

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NNN

Message Attributes

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TAGS: BEXP, IT
To: SECSTATE WASHDC FLORENCE GENOA MILAN NAPLES PALERMO TURIN
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